



## Dr. Kavya Saini

### Skill Set

- Leadership
- Enterpriser
- Empathetical
- Problem Solving
- Positivity

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## Profile

Associate Professor in Marketing at the International School of Informatics & Management, Jaipur. **ATL Mentor of Change by AIM (Atal Innovation Mission) Niti Ayog & Innovation Ambassador by Ministry of Education and Global Jury Member for the Wadhvani Foundation Entrepreneur Programs** and practicing **Pranic Healer**. Has over 18 years of experience in **academia, entrepreneurship cell, start-up training, and mentorship** for students. An avid reader, a curious person with a clear conviction in imaginative and inventive thought. Firmly believes and lives life with authenticity, sustainable living, creative & innovative thinking.

## Professional Summary

- Faculty of Marketing with 17 years' experience
- **Ph.D. completed- 02, Ongoing Ph.D. Under Supervision: 04 (Ph.D. Supervisor - RTU, Kota and IIS, Jaipur)**
- **Member of Board of Studies** at University of repute
- **Trained and upskilled in Specialized courses** from Top B-Schools in the field of Marketing, Strategic Management and Entrepreneurship
- Empaneled **Examiner** at University of Rajasthan, Rajasthan Technical University, IIS (deemed to be University), Bhansthali University and VGU

## Work Experience

- **Associate Professor: International School of Informatics and Management, Jaipur – August 2006- Present**  
Responsibilities include managing the **E-Cell, Entrepreneurship coordinator**, Incubation and Innovation, Coordinator Industry-Academia Collaboration Cell, Ph.D. Guide, Academic Teaching, Mentoring, Engaged in institutional development activities, Active member of Alumni Committee, Oorja(International Journal) Coordinator.
- **Assistant Professor: MAIET Jaipur August 2005-August 2006**  
Designing, co-curricular activities for students of MBA.
- **HDFC Bank – 2004-05**  
Associate in Credit Card Collection

## Courses Taught

- Marketing Management
- Integrated Marketing Communication
- Marketing of Services
- International Marketing Management
- Strategic Management

## Awards & Achievements

- **Runner up: "Anubhav"** - the management case study development contest (2022), by **SAIL and NHRD** Ranchi chapter
- Recipient of **NEN Wadhvani Foundation Gold Global Jury Award** in recognition of evaluating the high number of startup proposals worldwide (2021)
- Selected as **Mentor of Change** by **Niti Ayog & Innovation Ambassador** by Ministry of Education's Innovation Cell & AICTE, New Delhi
- Recipient of award '**Most Inspiring Woman**' by **Business Rankers Women Achievers Award** 4th Edition 2020
- Recipient of **Exemplary Services Award** in 2015 by IIMM
- Recipient of **Best Paper award for the research** titled **Pokémon Go: Fad or Fashion?** in the International Conference on Green, Growth, Globalization and Governance: Challenges and Opportunities held on 3-5, February, 2017
- Awarded as "**Emerald Educator**", by National Entrepreneurship Network in 2013.
- Recipient of "**Emerald Educator**" by National Entrepreneurship Network in 2012.
- Recipient of E- Week North Zone Winner Award in Management Institute Category by Wadhvani Foundation- NEN for 3 Consecutive Years

## Invited as Resource Person for FDPs/ Workshops/ Seminars/ Jury for Competitions in 50+ Programms.

- Jury member for WEDP B Plan Presentations on May 31, 2021 for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme
- Resource Person for the topic Market Assessment (STP for Business) on May 12, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme
- Resource Person for the topic Tools & Techniques for Market Survey & Effective Sales Skills on May 14, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme
- Session Chair for Track Two on 10th April 2021, 41st Annual International conference on "India's Roadmap towards A Trillion Economy", Department of Management and Commerce, Vivekananda Global University, Jaipur in association with Rajasthan Economic Association
- Resource Person for the topic Market Assessment (STP for Business) on March 16, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme

- Resource Person for the topic Tools & Techniques for Market Survey & Effective Sales Skills on March 18, 2021 for Centre for Innovation Incubation Entrepreneurship is organised NSTEDB-DST Sponsored Women Entrepreneurship Development Programme
- Resource Person for the topic “E-leader capacity building workshop” on September 16, 2020 in IIHMR, Jaipur
- Resource Person for the topic “John Mullins – 7 Domains Framework” on January 25, 2013 in Jaipuria, Jaipur
- Resource Person for the topic “Opportunity Evaluation & Close to Heart Exercise” on January 28, 2013 in Jaipuria, Jaipur
- Resource Person for the topic “Idea Generation” on, September 9, 2013 in The IIS University, Jaipur
- Resource Person for a workshop on Basic Capsule course of Entrepreneurship for Engineers, for Poornima Group of Colleges 27-31 January, 2014
- Resource Person for a workshop EDII-NEN Launch Pad Challenge 2014 on Feb 6th 2014
- Resource Person for a workshop on modules of entrepreneurship Resource Person for a workshop, 26-28 February, 2014
- Mentored 5 mentees for Tata First Dot Powered By NEN Bootcamp on January 12, 2015
- Resource person for a workshop on ‘Budding Entrepreneur’ on January 7th, 2015 for The IIS University

## Academic Committee Membership

- Member of BOS at The IIS University, Jaipur
- Member of BOS at VGU, Jaipur
- Academic Counselor and approved project Guide at IGNOU, New Delhi
- Appointed as examiner by Rajasthan Technical University, Kota
- Appointed as examiner by The IIS University, Jaipur
- Appointed as examiner by Management & Commerce Institute of Global Synergy, Ajmer
- Appointed as examiner by University of Rajasthan
- Appointed as examiner by Vardhman Mahaveer Open University, Kota
- Faculty Member of National Entrepreneurship Network

## Case Study Published

- Jain, S & Saini, K (2022). Reimagining Amazon Product Packaging, The Case Center
- Dixit, K, Saini, K, Saxena, T and Dixit, O.,(2022).De Fruta Café: Reinvigorating Health & Wellness in the 'New Normal'. 10th edition of “Anubhav” – the management case study development contest.
- Jain, S & Saini, K (2022) Blinkit: Moving Towards a 10 Minutes Delivery Model, The Case Center
- Saini, K., Sharma, G., & Pandey, N., (2022). Cult.fit: Freemium pricing during covid-19. In SAGE Business Cases. SAGE Publications, Ltd., <https://dx.doi.org/10.4135/9781529797701>
- Gargi Sharma and Kavya Saini (2021) Dabur’s Gambit on Ayurveda for a sustaining a Leadership Position, The Case Centre.
- Jain, S & Saini, (2021), Patanjali Ayurveda's New COVID Support Medicine - Coronil, The Case Centre.
- Jain, S & Saini, K (2021), Cadbury Joy Deliveries: The Rise of Personalized Gifting, The Case Centre.

- Jain, S & Saini, K (2020), COVID - 19 Outbreak in Walled City of Jaipur: A Case of Disaster Management, The Case Centre.
- Jain, S & Saini, K (2020), COVID-19 Missing Cheers for Millions of Tipplers, The Case Centre.
- Saini, K, Chouhan, B, and Sharma, G. (2018), Bhana Sweet House: Continuing the Family Legacy , Thrive: A Handbook of Family Business Case Studies, Bloomsbury Publishing India Pvt Ltd, New Delhi, ISBN: 978-93-87146-16-7.

## Research Paper Published

- Trikha, M. A., & Saini, K. (2022). Children's influence on purchase decisions in households: a literature review and bibliometric analysis. *Journal of management and entrepreneurship*, Volume 16, issue 3, ISSN: 2229-5348. **UGC Care**
- Saini, K. & Chouhan, B.(2021). Global Vs. Local: Analysis of Factors Affecting Consumer reference in the purchase of personal hygiene product. *Journal of Xi'an University of Architecture & Technology* ISSN No: 1006-7930 Volume XIII, Issue 6, 2021, Page 67-72. **Scopus**
- Saini, K. & Mishra, M.(2021). Analysing the Impact of Product related marketing strategies on customer attitude towards Jewellery purchase. *Shodh Sanchar*, ISSN -2229-3620, Jan-Mar, Vol. 11, Issue 41, Page No. 34-38. **UGC Care**
- Saini, K. & Mishra, M (2021). An empirical study on promotional marketing strategies on branded Jewellery in Jaipur, Rajasthan, *Journal of Xi'an University of Architecture & Technology* ISSN No : 1006-7930 Volume XIII, Issue 6, 2021, Page 390-399.
- Saini, K. & Goswami, N. (2021). A study of marketing strategy on consumer's choice regarding personal hygiene products. *Sambodhi*, ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (I):2021 pg 151-155. **UGC Care**
- Saini, K. & Goswami, N. (2021). An empirical study of marketing strategy on performance of firm regarding personal hygiene product. *Sambodhi*, ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01 (VII) January-March (2021).pg 59 63. **UGC Care**
- Saini, K. & Mathur, S. (2020). A study on consumers perception towards organic products during COVID 19 in Jaipur city. *Shodh Sarita*, ISSN: 2348-2397 (UGC Care Journal) Vol-7, Issue 28 October-December, 2020 PG155-162. **UGC Care**
- Saini, K. & Mathur, S. (2020). Linking Rural organic Produce to Urban Retail Chain. *Shodh Sanchar*, ISSN: 2229-2620 (UGC Care Journal) Vol-11, Issue 41, Jan-March, 2021. **UGC Care**
- Trikha, A., Saini, K. (2019). The Growing 'Kidfluence' on Parents' Buying Behavior: The Era of Young Consumers. *IJRAR - International Journal of Research and Analytical Reviews (IJRAR)*, E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 2, Page No pp.742-751, June 2019. **UGC Care**
- Trikha, A., Saini, K. (2018). Growing Concerns About the Effects of Advertising on Children: A Study on Working Parents. *ISSN 2455-5967 AIJRA* Vol. III Issue I A. **UGC Care**
- Saini, K. & Purohit, N.(2015). Impact of Online Selling of Cement on Retail Trade- Study of JK Lakshmi Cement Ltd. *The International Journal of Business & Management*, ISSN 2321-8916. **UGC Care**
- Saini, K. & Purohit, N., (2015). Trend of CSR Contribution by Cement Companies of India- A Comparative Analysis. *Oorja* Volume 13/No.3 September- December, ISSN 0974-7869. **UGC**

## Papers Presented in Conferences

- Saini, K., Dixit, K. and Dixit, O. (2022) Survival and Revival Strategy for Travel and Tourism Brand-Travel On Cards. Ninth International Conference in the series of YOUTH 2025 on

“Envisioning India’s Future: (Growth, Innovation, Sustainability, Happiness & Wellbeing)”, Pg 424-437, Bloomsbury.

- Saini, K. & Trikha, A. (2018). Pester power: A powerful tool or a blame game? 6th International Conference on Green, Growth, Globalization, Governance & GST: Challenges & Opportunities.
- Saini, K. & Trikha, A. (2018). Build-A-Bear: Is India ready for such great Beary Experiences? the International Conference on the theme, Business Intelligence and Analytics: Emerging Strategies and Technologies.
- Saini, K. (2016). Trend of brand positioning in Cement Companies. National Conference 2016- Strengthening Indian Economy and Business: Nurturing the present, Innovating the future held on 18-19 November, 2016 at Swami Keshvanand Institute of technology, management & Gramothan, Jaipur.
- Saini, K. (2016). A study on impact of integrated marketing communication techniques adopted by gold jewellery sector in Jaipur 5th National Conference 2016-A Road Map of India Ahead held on 12-13 February at St. Xavier's College.
- Awarded Best Paper titled Pokémon Go: Fad or Fashion? in the International Conference on Green, Growth, Globalization and Governance: Challenges and Opportunities held on 3-5, February, 2017.
- Saini, K. (2016). Influence of Marketing Mix on Architectures, Engineers or Contractors in Recommending Brand to the End Consumer: Study of Cement Industry. 5th National Conference 2016-A Road Map of India Ahead on 12-13 February, 2016 at St. Xavier's College.

## Faculty Development Programmes/ Training/ FIP

- Completed Innovation Ambassador Training program of the **Ministry of Education's Innovation Cell & AICTE. (October 2022)**
- **BOSCH Skill India** Bridge Program on Industry-Academia Collaboration (Dec. 21 – Mar 22)
- 5 day FDP on Basics of Research & Multivariate Data Analysis from 22-26, February, 2021 organised by **Jaipuria Institute of Management, Jaipur.**
- Online Certificate Course Cum Workshop of 32 hours on “Designing Captivating Presentations with Power Point” organized by Department of Computer Science & Applications in Collaboration with Career Guidance Cell, **Sanatan Dharma College, Ambala Cantt, Kurukshetra University, Kurukshetra** from 15th May 2021 to 24th May 2021.
- AICTE Training and Learning (**ATAL**) Academy Online FDP on "Design thinking" from September 7, 2020 to September 11, 2020 at College of Engineering Trivandrum.
- Online certificate course and workshop of 32 hours on “Learner centric content design tools” organised by **Deen Dayal Upadhyay Kaushal Kendra, Sanatan Dharma College, Ambala Cantt.** From August 26-2020 to 9th September 2020.
- Faculty Induction Program organized by **MHRD- PMMMNMTT and Ramanujan College, University of Delhi, New Delhi** from 1st September 2020-30th September 2020.
- FDP on “Innovations in Management Education and Research “ organized by Department of Management Studies **Ramanujan College, University of Delhi, New Delhi** in collaboration with MHRD from 17th August 2020 to 30th August 2020.
- FDP on “E-Content Development with GAD TLC MHRD” organized by **Sanatan Dharma College, Ambala Cantt from 27th July 2020 to 31st July 2020.**
- The FICCI SRMIST Virtual Conference on “The Emerging Economic Scenario: Identify and Create Competencies”, on July 23, 2020.
- Attended “Regional orientation Session on IIC 2.0 and ARIIA 2020 organised by **MHRD’s Innovation Cell held at Netaji Subhas University of Technology, Dwarka, New Delhi** on August 10th, 2019.
- Mentoring Skills Finishing School Program, **NEN**, 17-18 February, 2014

- SPSS and AMOS for business Data Analysis & Research, **Jaipuria Institute of Management, July 12-13, 2013**
- Advanced Course on Business Models 7 Business Plans: Getting it Right, **NEN**, October 4-6, 2012
- Kick-Starting the Entrepreneurial Campus, **NEN**, August 25-27, 2011.
- Mergers and Acquisition, Restructuring and Alliances, **IIM, Calcutta**, March 1-6, 2007
- STRATEGIC MANAGEMENT OF TECHNOLOGY, **MDI, Gurgaon**, April 4-9, 2005
- International Business Strategy, **IIFT**, December 27-January 1, 2005
- Foundation Courses of Management Teacher's Programme on Strategic Management, **IIMB**, March 1-6, 2004.
- Strategic Alliances & Joint Ventures, **IIM Indore**, October 11-16, 2004
- Management of Change and Transformation, **IIML**, September 27 -October 01, 2004.
- Mergers and Acquisition, Restructuring and Alliances, **IIM, Calcutta**, March 1-6, 2007
- New Product Development, **IIM Bangalore**, 23-28, October, 2006
- Management of Change and Transformation, **IIM Lucknow**, September 27 -October 01, 2004.

## Certificate Course

- "MOODLE LMS" of 30 hours conducted in blended mode through Learning Management System and Live sessions organized by E-Resource Development Cell, Sanatan Dharma College, Ambala Cantt., Haryana from 4-13 October, 2020.
- "Introduction to Personal Branding" authorized by University of Virginia through Coursera.
- "Introduction to International Marketing" authorized by Yonsei University, through Coursera.
- "International Market Entry and execution" authorized by Yonsei University, through Coursera.
- "Innovation for Entrepreneurs: From Idea to Marketplace" authorized by University of Maryland, through Coursera.
- "Brand and Product Management "authorized by IE Business School and offered through Coursera.
- "Essentials of Entrepreneurship: Thinking & Action" authorized by University of California and offered through Coursera.
- "Channel Management and Retailing" authorized by IE Business School and offered through Coursera.
- "Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more" authorized by IE Business School and offered through Coursera.
- "New Product Development For Small Businesses and Start-Ups" through Coursera.
- "Pricing Strategy" by IE Business School through Coursera.
- "Marketing Management I" by University of Illinois at Urbana-Champaign through courser.
- Completed Innovation Ambassador Training program of the Ministry of Education's Innovation Cell & AICTE.
- 5 day FDP on Basics of Research & Multivariate Data Analysis from 22-26, February, 2021 organised by Jaipuria Institute of Management, Jaipur.
- Online Certificate Course Cum Workshop of 32 hours on "Designing Captivating Presentations with Power Point" organized by Department of Computer Science & Applications in Collaboration with Career Guidance Cell, **Sanatan Dharma College**, Ambala Cantt, Kurukshetra University, Kurukshetra from 15th May 2021 to 24th May 2021.
- AICTE Training and Learning (ATAL) Academy Online FDP on "Design thinking" from September 7, 2020 to September 11, 2020 at College of Engineering Trivandrum.

- Online certificate course and workshop of 32 hours on “Learner centric content design tools” organised by Deen Dayal Upadhyay Kaushal Kendra, **Sanatan Dharma College, Amballa Cantt.** From August 26-2020 to 9th September 2020.
- Faculty Induction Program organized by **MHRD- PMMMNMTT** and Ramanujan College, University of Delhi, New Delhi from 1st September 2020-30th September 2020.
- 3 Day FDP on Case Writing & Teaching in Collaboration with **NITIE, Mumbai and VGU, Jaipur** from June 26-28, 2020.
- FDP on “Innovations in Management Education and Research “ organized by **Department of Management Studies Ramanujan College, University of Delhi, New Delhi** in collaboration with MHRD from 17th August 2020 to 30th August 2020.
- RTU(ATU) TEQIP-III Sponsored FDP on” Aatmnirbhar Bharat: Emerging Enterprise in Rural Communities and Remote Region organized by **Swami Keshvanand Institute of Technology, Jaipur** from 4th August 2020 to 6th August 2020.
- FDP on “E-Content Development with GAD TLC MHRD” organized by **Sanatan Dharma College, Ambala Cantt** from 27th July 2020 to 31st July 2020.
- Attended “Regional orientation Session on IIC 2.0 and ARIIA 2020 organised by **MHRD’s Innovation Cell** held at Netaji Subhas University of Technology, Dwarka, New Delhi on August 10th , 2019.

## Education

- **Ph.D** in “Competitive Advantages through Strategic Alliances : A case study of selective Telecom Company”, from University of Rajasthan in 2014.
- **MBA-** Marketing and Finance, from University of Rajasthan, 2004.
- **B. Com.** , from University of Rajasthan, 2002.

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